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| DATE: 03/29/88 SALES INFORMATION SYSTEM TIME: 11:00 |
| SUBJECT: OPM ADVERTISING AND REMINDER SENDER: J. M. PISCITELLI |
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JMP-137-88

TRUCKSTOPS OF AMERICA

RE: TOA CHAIN ID 1370-00-00

THE ABOVE CHAIN HAS A CORPORATE POLICY REGARDING THE ADVERTISING OF OTHER COMPANY'S CONTESTS/SWEEPSTAKES. THEY HAVE REQUESTED THAT THE FIRST QUARTER 1988 ADVERTISING, THAT IS IN THE OPM REMAIN, AND WE DO NOT PLACE ANY MILLIONAIRE CASH QUIZ OPM TRANSPARANCIES. IF ANY HAVE BEEN PLACED, PLEASE REMOVE IMMEDIATELY.

AS A REMINDER, THE INSTALLATION REPORTS (ATTACHMENT V) OF MY MARCH 4, LETTER IS DUE 3-31-88.

YOUR COOPERATION WITH THIS CHAIN IS APPRECIATED.

CORDIALLY,

J. M. PISCITELLI

JMP:TK

M-2

*** END OF MESSAGE ***

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ATTACHMENT V

TRUCKSTOP MERCHANDISERS

RJR Division # 122802

Truckstop Name TRUCK STOPS OF
AMERICA - RT #80, 44
COLUMBIA, N.J.

GM Signature M. F. Gan

Installation Date 4/23/88
(Tentative date)

Once the RJR representative has completed the installation of the merchandising program, please fill out this survey and return to me by March 31, 1988.

Identify each merchandiser installed by profit center. If a carton rack was installed, identify how many cartons can fit on the rack (#rows).

Profit Center	(PCD) Counter Display		(1) Carton Rack		(CCD) Generic Display		Overhead Rack		(2) Savings Center	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
<u>Restaurant</u>										
			#rows							
<u>Gen'l. Store</u>	<u>X</u>			<u>X</u>	<u>X</u>		<u>X</u>			<u>X</u>
			#rows							
<u>Gas/ Diesel Area</u>										
			#rows							
<u>Snack Bar</u>										
			#rows							
<u>Hotel</u>										
			#rows							
			#rows							
			#rows							
			#rows							

(1) - Diagram of merchandiser (size, type) MUST be drawn on back and number of rows by company.

(2) - Indicate 3 or 7-wide

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